BE A CONFIDENT COMMUNICATOR WITH THE NONPROFIT SKILLS®: COMMUNICATIONS CERTIFICATE

PLACE ORGANIZATION NAME HERE

WHY EARN THE NONPROFIT SKILLS®: NONPROFIT COMMUNICATIONS CERTIFICATE?

The mission of a nonprofit is the driving force behind its existence, and being able to articulate it clearly to staff, volunteers, board members, funders, and the general public is imperative to the organization's success. The Nonprofit Skills®: Nonprofit Communications certificate will help you develop the skills that are most needed in each facet of the nonprofit communication landscape, allowing you to communicate confidently with both internal and external audiences.

WHAT WILL I LEARN?

Completing the nonprofit communications certificate prepares you to:

- Outline key aspects of an effective public communication policy
- Explain best practices for nonprofit public communications channels including websites, social media platforms, print media, and press releases
- Differentiate between lobbying and advocacy and explain the restrictions on lobbying for different types of nonprofit organizations
- Describe the types of information nonprofits are required to disclose to the public, and explain how nonprofits maintain transparency and uphold public trust
- Describe how communication can be tailored for a board audience
- List best practices for communicating in times of crisis
- Describe how to adapt communication to fit the preferences of staff from different backgrounds
- Describe the volunteer life cycle and list the types of communication involved throughout
- List best practices for attracting volunteers and recruiting volunteers from different demographic groups

For more information and a complete list of courses, visit:

Place Your Website URL Here

CAREER PATHS

The U.S. Bureau of Labor Statistics (BLS) expects that overall employment of nonprofit jobs such as social and community service managers, public relations, and fundraising is projected to grow between 6% and 9% from 2022 to 2032, faster than the average for all occupations.

Common nonprofit communication career paths or growth opportunities include:

Public Relations Manager

As a public relations manager, you would be responsible for creating and maintaining the organization's brand identity and public image. You would also identify the best way to reach your target audiences, and oversee the media inquiries, press releases, advertising, and social media channels. In the event of a crisis, you would be the point of contact for developing a crisis communications plan.

Communications Manager

Communications managers are responsible for developing and implementing communication strategies for an organization. With responsibilities ranging from content creation to managing external communications channels to engage stakeholders, you would play a key role in shaping the organization's public and internal perception.

Donor Relationship Manager

The Donor Relationship Manager is an important part of an organization's development team, with responsibilities focused on maintaining relationships with donors and prospects, and developing stewardship plans. You would also oversee the creation of digital ad print materials for sponsorship cultivation and donor recognition.

The Nonprofit Skills®: Nonprofit Communications certificate is available 100% online.

The courses included in the certificate carry:

CFREs | IACET CEUs | HRCI Credits | ATD CI Credits | SHRM PDCs

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